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April 9, 1997

FOR IMMEDIATE RELEASE:

MAGAZINE EDITOR TO VISIT EIU FOR JOURNALISM MONTH

CHARLESTON -- Maggie Balough, editor of *The Quill* magazine and former editor of *The Austin-American Statesman*, will discuss her extensive personal experiences in journalism and public relations when she visits Eastern Illinois University during Journalism Month.

Balough will speak at noon Friday, April 11, in the Effingham Room of the Martin Luther King Jr. University Union.

Since January 1996, Balough has been the editor of *The Quill*, the magazine of the Society of Professional Journalists. Prior to that, she was the editor of *The Austin-American Statesman*, a 180,000-plus daily circulation paper in Texas from 1988 to 1995.

While at *The Austin-American Statesman*, Balough worked to improve the content, technology and reputation of the paper. Following the current trend in environmental reporting, she established a weekly environmental section and full-time environmental beat. She also supervised the transition from a cut-and-paste

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page production system to one where the editorial staff edited, designed and processed all pages on Macintosh computers.

She views her current role as the editor of *The Quill* as that of an educator.

"Few journalists have the opportunity for formal mid-career education, and most entry-level journalists find their skills and understanding still lacking," she said. "This magazine informs and guides journalists as it works to ensure the future of good journalism."

Balough holds bachelor of arts degrees in English and journalism from Indiana University in Bloomington, Ind.

She has also worked for *The Chicago Sun-Times*, Leo Burnett Advertising in Chicago, the *Bloomington Herald-Telephone* (now the *Herald-Times*) in Indiana, and Doty-Fenton-Meyer public relations firm in Fort Lauderdale, Fla. As an educator, Balough has been an instructor at the Medill School of Journalism at Northwestern University in Evanston and an instructor at the University of Texas at Austin.

Balough is a member of many professional organizations including the Society of Professional Journalists and the Society of Newspaper Design. She has sat on the Pulitzer Prize Jury for Photography twice and has been a guest instructor at the Poynter Institute for Media Studies and the Multicultural Workshop of Austin.